

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
(MBHB Case No. 03-380-D)

In re the Application of:)	
)	
Rosenberg et al.)	Examiner: Jean D. Janvier
)	
Serial No.: 09/978,170)	Confirmation No.: 3931
)	
Filed: October 15, 2001)	Art Unit: 3622
)	
For: Method and System for Pause Ads)	

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Pursuant to the duty of disclosure provided by 37 C.F.R. § 1.56 and §§ 1.97-98, Applicant wishes to make of record in the above-identified application the references listed on the PTO/SB/08a and PTO/SB/08b forms submitted herewith. Applicant requests that these references be given careful consideration and that they be cited of record in the prosecution history of the present application so that they will appear on the face of the patent issuing from the present application. Pursuant to the Office's waiver of 37 C.F.R. § 1.98 (a)(2)(ii), copies of the U.S. patent documents are not enclosed.

Portions of the references may be material to the examination of the pending claims, however no such admission is intended. The references have not been reviewed in sufficient detail to make any other representation and, in particular, no representation is intended as to the relative importance of any portion of the references. This Statement is not a representation that


the cited references have effective dates early enough to be "prior art" within the meaning of 35 U.S.C. §§ 102-103, nor is this submission to be construed as a representation that a search has been made.

A fee of \$180 is required under 37 C.F.R. § 1.17(p) for submission of this Information Disclosure Statement. The Patent Office is hereby authorized to charge this fee and any other fees required under 37 C.F.R. §§ 1.16-1.17 to Deposit Account No. 13-2490.

Respectfully submitted,

**McDonnell, Boehnen,
Hulbert, and Berghoff LLP**

Dated: April 5, 2007

By: 
David L. Ciesielski
Registration No. 57,432

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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number	09/978,170
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Filing Date	October 15, 2001
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First Named Inventor	Scott A. Rosenberg
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Art Unit	3622
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Examiner Name	Jean D. Janvier
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Attorney Docket Number	03-380-D
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Sheet

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of

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U. S. PATENT DOCUMENTS

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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ "Number" ⁴ "Kind Code" ⁵ (if known)				
	8	WO 98/59493	12-30-1998	Ellenby et al.		
	9	WO 98/51076	11-12-1998	Daniels, John J.		
	10	WO 97/31315	08-28-1997	Bizzarri, Maurice W.		
	11	EP 0917060 A1	05-19-1999	Meyer et al.		
	12	AU B36802/95	07-23-1998	Iggulden et al.		

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Signature

Date
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Translation is attached

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Art Unit 3622

Examiner Name Jean D. Janvier

Attorney Docket Number 03-380-D

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		Number-Kind Code ² (if known)			
		US-			
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		Country Code ³ "Number" ⁴ "Kind Code" ⁵ (if known)				
	13	WO 02/056577	07-18-2002	Rosenberg, Scott A.		
	14	WO 02/33973 A2	04-25-2002	Rosenberg, Scott A.		
	15	WO 00/44171	07-27-2000	Bratton, Timothy		
	16	WO 99/04561 A	01-28-1999	Alexander et al.		
	17	WO 96/08921 A1	03-21-1996	Iggulden et al.		

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		Art Unit	3622
		Examiner Name	Jean D. Janvier
Attorney Docket Number	03-380-D		
Sheet	4	of	4

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	19	CNN.com [online], retrieved from the World Wide Web at URL: http://www.cnn.com/ on December 6, 2001.	
	20	International Search Report for PCT Application No. PCT US01/32169, which published as WO 02/33973, mailing date July 7, 2002.	

Examiner Signature		Date Considered	
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* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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